

February 15, 2017

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Ms. Jocelyn Boyd
Chief Clerk and Administrator
South Carolina Public Service Commission
Synergy Business Park, The Saluda Building
101 Executive Center Drive
Columbia SC 29210

Re: Trade Name - West Carolina Rural Telephone Cooperative, Inc.,
and its Subsidiary, West Carolina Communications, LLC

Dear Ms. Boyd:

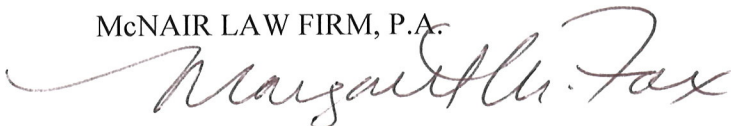
We are writing to inform the Commission that West Carolina Rural Telephone Cooperative, Inc. and its subsidiary, West Carolina Communications, LLC, are using the trade names "West Carolina Tel" and "WCTEL," and to request authority to use the trade names to the extent such authority is needed. This authority is requested on a *nunc pro tunc* basis.

For many years, the customers of West Carolina Rural Telephone Cooperative, Inc. and West Carolina Communications, LLC have referred generally to the Cooperative and its subsidiary company on a shorthand basis as "West Carolina Tel." Beginning in around 2014, that "nickname" began to be shortened to "WCTEL," and the companies started using a logo featuring the name "WCTEL" that includes the tagline "WEST CAROLINA TEL." (A picture of the logo is attached to this letter.) The use of these trade names, therefore, has developed over the course of years as a shorthand way of referring to West Carolina Rural Telephone Cooperative, Inc. and West Carolina Communications, LLC. Because the trade names essentially originated with the companies' customers, we believe there is little to no chance of customer confusion as a result of the companies' use of these trade names.

Please do not hesitate to contact me if you need additional information.

Sincerely,

McNAIR LAW FIRM, P.A.



Margaret M. Fox

MMF:khh

cc: Jeffrey M. Nelson, Esq.

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